

Profile Rubric

Name _____

	Lacking	Needs Work	Acceptable	Competent	Exemplary
Lede	<p>Points: 0 (0%) No attempt is made to engage the reader</p>	<p>Points: 2 (6%) Little attempt is made to engage the reader</p>	<p>Points: 4 (10.5%) Makes an attempt at engaging the reader; evokes some curiosity; is relevant to the story</p>	<p>Points: 5 (12.75%) Makes the reader want to read on; includes appropriate detail and description; flows easily into the story</p>	<p>Points: 6 (15%) Captivates the reader's interest; developed with rich description; engaging narrative; flows seamlessly into the story</p>
General level of writing	<p>Points: 0 (0%) Story does not flow naturally; transitions not evident; grammatical errors</p>	<p>Points: 5 (12.5%) Story may not flow naturally; transitions may not be evident; may have a few grammatical errors</p>	<p>Points: 7 (17.5%) Story is readable and flows naturally; transitions between sources and ideas are evident; few grammatical errors</p>	<p>Points: 8.5 (21.25%) Writing is fluent; transitions are effective; detail and description enhance the story; journalistic conventions are evident; no grammatical errors, considers audience of article</p>	<p>Points: 10 (25%) Entire story is engaging, easy to read, detailed and interesting; quotes and descriptions are woven into the narrative; strong sense of journalistic style; no grammatical errors, style and tone appropriate for audience</p>
Use and quality of quotes	<p>Points: 0 (0%) No quotes included in story</p>	<p>Points: 2 (6%) At least one quote included, but may not be particularly relevant</p>	<p>Points: 4 (10.5%) Quotes are relevant, diverse and appear often</p>	<p>Points: 5 (12.75%) Quotes are relevant and interesting; they add flavor to the story; the quotes tell much of the story in a natural voice, effective use of transitions</p>	<p>Points: 6 (15%) Quotes weave the narrative together; they are interesting, relevant and important; every quote flows naturally in the story, is emotion-evoking, and transitioned appropriately</p>

<p>Depth of information</p>	<p>Points: 0 (0%) Reader is left with unanswered questions; does not meet length requirement</p>	<p>Points: 3 (7.5%) All questions may not be answered; may not meet length requirement</p>	<p>Points: 4 (10.5%) All of the important questions are answered clearly</p>	<p>Points: 5 (12.75%) The story goes beyond what the reader expects in terms of information and background. Meets word requirement.</p>	<p>Points: 6 (15%) The reader is left with no unanswered questions; the story goes beyond what the reader expects in terms of information and background; the story is instructive in its depth and meets the number of words required.</p>
<p>Organization</p>	<p>Points: 0 (0%) Ideas do not flow together easily. No sense of organizational scheme or structure.</p>	<p>Points: 3 (7.5%) Ideas may not flow together easily. Problems with structure may be evident.</p>	<p>Points: 4 (10.5%) All ideas flow together easily.</p>	<p>Points: 5 (12.75%) Evidence of an organizational scheme or pattern; ideas are presented in a logical pattern; paragraphs are short and to the point.</p>	<p>Points: 6 (15%) All ideas flow together seamlessly; obvious organizational scheme or pattern; reader's questions are answered as they would naturally occur; strong sense that the author has anticipated the reader's needs. Paragraphs short and to the point.</p>
<p>Accuracy</p>	<p>Points: 0 (0%) The story contains one or more inaccuracies.</p>	<p>Points: 0 (0%)</p>	<p>Points: 0 (0%)</p>	<p>Points: 0 (0%)</p>	<p>Points: 6 (15%) The entire story is accurate.</p>

SCORE: _____ /40